

Think Tanks

The contact centre: cost, profit or value centre?

This think tank will explore the role that the contact centre can and should play in your organisation, challenging the dichotomy which sees contact centres as either cost or profit centres. We will explore what we mean by a value centre; examine how customers want to communicate with organisations, the experiences that deliver value to them, and the kinds of technologies that are available to enable these interactions.

We are in a period where we can potentially radically re-configure and re-create the customer's contact centre experience. This think tank will challenge and encourage you to share your ideas not only about what it is possible to do, but also about what it is worth doing.

SPEAKER:

Guy Fielding, Director, horizon2

Speaker's Biography



Guy Fielding
Director - Research & Development
horizon2

Guy Fielding specialises in applying leading-edge research and thinking on human communication and psychology to help organisations improve their communication with customers.

At horizon2 he has lead the development of methodologies for the design, analysis and quality management of customer communication.

He has delivered significant projects for major UK and multi-national companies in a wide range of industries, government and Not-for-Profit organisations.

Guy is a Chartered Psychologist. He has published widely in academic, industry and professional journals, and is a frequent speaker at industry conferences and events.

Engage your staff through successful job enrichment

To deliver an excellent customer experience employees must be happy, motivated and fully engaged but the role and work of a front line contact centre employee can often be repetitive, stressful and unrewarding. So how can those responsible for contact centre staff ensure that their employees enjoy coming to work and strive every day to deliver excellent customer experience and improved customer relationships.

In this Think Tank we will discuss and explore in detail the ways in which contact centre management can enrich the role of front line contact centre staff, in order to maximise employee engagement and motivation and harness the positive energy created to transform your customer experience.

SPEAKER:

David Payne, Managing Director, Maia Consulting

Speaker's Biography



David Payne
Managing Director
Maia Consulting Company Limited

Over 10 years ago David founded the Maia Consulting Company, a leading UK Customer Management Consultancy practice that has worked with major companies and public sector bodies both within the UK and throughout Europe.

Having worked for over 23 years in the field of customer interaction, David has a wealth of experience and insight to bring to any customer experience project.

Maia consulting are perhaps best known for their customer experience measurement work, some of which is published monthly in *CCF* magazine as the Customer Experience Spotlight.

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Optimising performance in a difficult economic climate

What does "optimising performance" mean in against a background of falls in income, margins and profits? It is likely to vary between organisations due to their differing strategies, business models, competitive and recessionary pressures. One thing for sure is that there will be increasing pressure to cut costs and reduce investment.

This think tank will use as its basis, the outputs and views of a group of senior operational managers taken towards the end of 2008, and will seek to help set priorities and validate what alternative approaches might be adopted to meet the challenges we face. With the ultimate aim of using the recession to re-invigorate our operations and deliver value back to our organisations.

Together we will look at developing "business outcomes" that are likely to help us to become leaner and more effective and what actions are needed to ensure we achieve this.

SPEAKER:

Simon Roncoroni, Director, SRC

Speaker's Biography



Simon Roncoroni
Director
SR Consulting

Simon held a number of senior marketing positions before being involved in the formation of the UK's first contact centre outsourcer. He spent 5 years as Marketing Director of BT's Telephone Marketing Services and in 1989 formed the L&R Group. This highly successful consulting business worked with many of the major contact centre implementations in the 1990s. He sold this business in 1997 and now runs SRC – a consultancy which specialises in generating profit through improved efficiency and customer experience.

Simon is a Life Fellow of the Institute of Direct Marketing, a former member of the CCA Standards Board, and a non-executive director of businesses operating contact centres.

Enhancing your contact centre's internal equity

Ask anyone working in Marketing how many revisions, corrections and amendments they will ask their ad agency to make to copy before it goes to print. My experience suggests you're likely to get a number between 6 and 24. Then ask them how much thought they have given into who is going to handle the response to that ad and you're likely to get a few blank looks!

Contact centres have grown up, they have become guardians of the customer experience and a key driver of customer loyalty – according to Jessica Debor "Loyalty is now driven primarily by a company's interaction with its customers and how well it delivers on their wants and needs." Yet contact centres perceived value to the organisation hasn't progressed in line with the changes us "insiders" have lived through. This think tank will explore how you can identify 'value' in your Contact Centre and develop actionable strategies within your organisation to communicate this to overcome outmoded prejudices and perceptions.

SPEAKER:

Stephen Jacobs, Director, SFJ Consulting

Speaker's Biography



Stephen Jacobs
Director
SFJ Consulting

Stephen has spent 20 years working in the call centre industry as a supplier, client and consultant. For the last 7 years he has been freelancing, though the longest of his assignments lasted nearly 3 years! During this time he has, in chronological order, been Interim Ops Director for Tiscali; General Manager of directexcellence, MD of Teledynamics and MD of Calcom Group; as well as conducting assignments for Microsoft and Powergen.

Before that Stephen ran specialist consultancies at direct marketing agencies OgilvyOne and WWAV Rapp Collins and worked for Sitel both in Europe and the Far East.

Stephen has been a judge for the European Call Centre of the Year Awards for the last 8 years and lecturers at the Institute of Direct Marketing (IDM).

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Using the voice of the customer to facilitate change and improve the bottom-line

Delivering a better customer experience is the goal of many organisations but, all too often, it manifests itself as a tactical initiative - set in a vacuum - rather than being grounded in the overall purpose of the business. Using the voice of the customer to facilitate change provides a sense of purpose and clarity that can galvanise the organisation and lead to a fundamental change in the customer experience that delivers bottom-line results.

This think tank will explore how the voice of the customer can be used to align organisations and create a climate where change is possible leading to operational improvements. You will be encouraged to share your experiences of what makes customer-focused change programmes both successful and sustainable. You will leave with several ideas for engaging management, engaging staff and creating the conditions in an organisation necessary to support change and deliver results.

SPEAKER:

Lyn Etherington, Director, Cape Consulting

Speaker's Biography



Lyn Etherington
Director
Cape Consulting

Lyn has consulted on customer service since 1990 and founded Cape Consulting in 1996. She advises on how to develop service strategies that will drive loyalty and retention – and assists clients in delivering programmes that bring these strategies to life. She has extensive experience across a range of consumer and B2B markets where there is a need to differentiate through the experience delivered to customers. Lyn speaks regularly on the subject and has co-authored a book entitled 'Customer Loyalty, a guide for time travelers'.

Dispelling the myths around what constitutes great customer service

How often have we heard the same tired clichés such as: "the customer is always right"; "it's just about giving them exactly what they want"; "it's about smiling at people!"; "you just need to appear to be friendly!"; "you need to treat them all the same way!" and my personal favourite "just about anyone can do it!".

Quite frankly they are all WRONG!! If these myths were right and if it was that easy maybe more organisations would do it - but it isn't, which is why most give up because it simply doesn't work. Together in this think tank we will explore why delivering consistent, world-class customer service takes dedication, listening hard, the full involvement of everyone, planning, belief, knowledge, and above all the right people & processes. Nobody said it wasn't going to be hard, but it sure is worth it!

SPEAKER:

Paul Cooper, Director, Institute of Customer Service

Speaker's Biography



Paul Cooper
Director
Institute of Customer Service

Paul is one of the UK's leading speakers on all matters to do with Customer Service. He has a very active speaking and chairing programme at seminars and conferences in the UK and overseas, and is known for his extrovert, entertaining and somewhat controversial views and style. He also appears regularly on radio and TV on such programmes as You and Yours, Working Lunch, 4x4 and the Edwina Currie Show, and writes numerous articles for newspapers and magazines.

Paul began his career with Ford and from 1981-1992 was CEO of Ford Credit Italy, then Australia/Asia-Pacific, plus a year in the US. Returning to the UK in 1993, Paul moved to UDT – Regional Director, and joined ICS in 1998.